

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
July 12, 2012**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on July 12, 2012 at 8:00 a.m. at the LAX Marriott Hotel located at 5855 W. Century Blvd., Los Angeles.

23 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Bryan Porter, Hines
- Conrad Klingenstein, Jamison Services
- Cindy Boulton, Radisson LAX
- Chris Lorino, Westin LAX Hotel
- Adrian Valencia, Holiday Inn
- Silvano Merlo, LAX Marriott
- Steven Hall, LAX Marriott
- Paul Gnasso, Ace Parking
- Paul Gibbs, Crowne Plaza LAX
- J.D. Webster, WPNC
- Sunil Mukhey, Charles Dunn
- Ed Pomponio, DSS
- David Herbst, Mercury Air Group
- Bryan Churchill, LA Tourism
- Christina Davis, LAX Coastal Chamber
- Amy Vulin, So. Calif. Gas
- John Howland, Cerrell Assoc.
- Barbara Yamamoto, LAWA
- Lisa Trifiletti, LAWA
- Doug Gardner, Consultant
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. **WELCOME / INTRODUCTIONS**

Grant Coonley welcomed the attendees and introduced the special guests.

2. **PUBLIC COMMENTS**

No comments from the public.

3. **APPROVAL OF MEETING MINUTES – May 10, 2012**

The minutes of the May 10, 2012 board of directors meeting were approved as presented.

4. **FINANCIAL REPORT**

Laurie Hughes presented the Budget vs. Actual report for January through June 2012 reflecting total income of \$904,381 and total expenses of \$546,874 for the period. The financial report was unanimously approved by the Board of Directors.

5. **PBID Security Issues**

With the help of the area hotel GM's and security directors, Gateway completed a hotel video camera inventory report for LAPD Pacific Division.

Holiday Inn LAX personnel scared off a person who had been stealing copper caps from Fire Extinguishers. In his haste to flee, he left some belongings that included his probation papers. LAPD was notified.

Ambassador Contacts

| | May-12 | May-11 | Jun-12 | Jun-11 |
|---------------------|--------|--------|--------|--------|
| Citizen Contacts | 698 | 772 | 767 | 835 |
| Panhandler Contacts | 132 | 126 | 132 | 138 |

Ocean Express

| <u>Trolley Passengers</u> | May-12 | May-11 | Jun-12 | Jun-11 |
|---------------------------|--------|--------|--------|--------|
| Passengers | 5623 | 4835 | 6444 | 6321 |

Fired one Trolley driver who was accepting cash from riders who tried to board without tickets.

Met with StarLine Tours to discuss the operation and their interest in operating the service.

Thanks to Destination Shuttle Service for operating shuttles on 4th of July taking guests to the El Segundo Fireworks Spectacular. 365 hotel guests took advantage.

Passenger Totals by Year

| 2008 | 2009 | 2010 | 2011 | 2012 |
|--------|--------|--------|--------|-----------------------------|
| 79,501 | 74,639 | 70,837 | 63,376 | 28,135 |
| +23% | -6% | -5% | -10 % | -14% below first 6 mos 2011 |

Keep It Green

The maintenance crew continued to clean the streets, sidewalks, tree wells and removed weeds from the area. Additionally, in first six months of the year (122 actual working days) the crew painted out, scrubbed off or removed 128 pieces of graffiti. The graffiti consisted paint, stickers and other objects to mark the area. The graffiti was removed from walls, sidewalks, widows and pole through the PBID.

Both the new and old sweepers were wrapped in yellow vinyl and received new Gateway to LA signage.

Shredding events in May at the office buildings were very successful due to more promotion from the Office Management. 921 boxes shred from 3 locations.

Greening of L.A. - Hilton LAX received its Green Seal Certification – Bronze level. Los Angeles Tourism issued a press release announcing the certification and recognizing the accomplishment of having 5 hotels / 4000 rooms with the Green Seal Certification.

In less than three years, the Gateway to L.A. business district now boasts five major hotels, including the Hilton LAX, who have followed the Radisson's lead by undergoing the rigorous process of becoming Green Seal certified properties. The portfolio of properties includes Sheraton Gateway Hotel, Westin Los Angeles Airport Hotel, and Crowne Plaza LAX. Accumulatively these hotels have a total inventory of nearly 4,000 guestrooms and represent the majority of citywide hotels who participate in the Los Angeles Green Lodging Program, an extension of the Los Angeles Green Business Program, with a focus for hotels, motels and inns.

Financial Report

- PBID Assessments – \$736,603.77 collected to date
- Ocean Express ticket sales at ahead of budget by about \$8K

Projects

- Following up on Letter from Councilman Rosendahl to Gina Marie Lindsey regarding advertising on the Hotel Consolidated Shuttles.
- Sent a letter to LAWA regarding the Certified Service Provider Program specifically regarding the Labor Harmony language -
Our members, however, are opposed to the “Labor Harmony” clause. We are concerned that this language would allow the airport to assess penalties or fees on service providers simply because they are targets of a labor rally.
- ULI Technical Assistance Report - Continuing to gather statistical data quantifying contribution by GW businesses to City of Los Angeles
- Third Quarter newsletter being drafted – request recommendations for articles

6. LAWA / ULI-TAP Study Review

Lisa Trifiletti, LAX Northside Project Manager, informed directors of new projects that LAWA is undertaking to consider possible economic development opportunities in the business communities adjacent to LAX including cooperation with the Metro Light Rail project, increased cooperation with the BID on maintenance and landscaping of Century Blvd., bill board signage, etc.

Doug Gardner, consultant, has contracted with LAWA to review the recommendations by the ULI-TAP Study and meet with stakeholders to discuss the recommendations and improvements for the Gateway to L.A. BID.

7. LAWA Update

Barbara Yamamoto reported on the Tom Bradley Terminal upgrades, the mid-field terminal construction progress, and the landing of the Space Shuttle Endeavour in September.